



DOCKET: AM9-99-0118

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*Arthur Fleus*  
*#41a*  
*3-25-03*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTOR: Michael L. Emens, et al. ) EXAMINER: R. Alvarez  
SERIAL NO.: 09/583,516 ) ART UNIT: 3622  
FILING DATE: May 31, 2000 ) DATE: March 7, 2003

FOR: **SYSTEM AND TECHNIQUE FOR AUTOMATICALLY  
ASSOCIATING RELATED ADVERTISEMENTS TO INDIVIDUAL  
SEARCH RESULTS ITEMS OF A SEARCH RESULT SET**

**AMENDMENT**

Assistant Commissioner of Patents  
Washington, D.C. 20231

Dear Sir:

Responsive to the Office Action mailed December 23, 2002 please amend the application  
as follows:

**In the Claims** (Clean copy of claims - see attachment for marked-up copy)

Please cancel claims 4 and 24, and amend claims 1-3, 6-14, 22-23, 32, and 34-37 as  
follows.

- 21* *sub 1*
1. (amended) A method of targeting an associated advertisement from an Internet
  - 2 search having access to an information repository by a user, comprising:
  - 3 producing at least one keyword from a search result of said Internet search by said
  - 4 user;



IBM Docket No. AM9-99-0118

44 3622

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## Amendment Response/Transmittal

In re application of: Michael L. Emens et al.

Serial No. 09/583,516

Filed: May 31, 2000

For: SYSTEM AND TECHNIQUE FOR AUTOMATICALLY ASSOCIATING RELATED ADVERTISEMENTS TO INDIVIDUAL SEARCH RESULT ITEMS OF A RESULT SET

Assistant Commissioner for Patents  
BOX NON FEE AMENDMENT  
Washington, D.C. 20231

Sir:

DeLIO & PETERSON, LLC  
121 Whitney Avenue  
New Haven, CT 06510-1241RECEIVED  
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Date: March 7, 2003

Transmitted herewith for filing is an **Amendment/Response** in the above-identified Application.☒ No additional fee is required.

The fee has been calculated as shown below:

(Col. 1)		(Col. 2)	(Col. 3)
CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA
TOTAL 35 *	MINUS	37**	= 0
INDEPENDENT 9 *	MINUS	9***	= 0
1ST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS			

Other Than Small Entity	
RATE	ADDITIONAL FEE
x \$ 18.00 =	\$0
x \$ 84.00 =	\$0
\$280.00	\$
TOTAL	\$0

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3

\*\* If the "Highest No. Previously Paid For" IN THIS SPACE is less than 20, enter "20".

\*\*\* If the "Highest No. Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest No. Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in Col. 1 of a prior amendment or the number of claims originally filed.

☒ Please charge the Assignee IBM Corporation Deposit Account No. **09-0441** in the amount of \$ 0. A duplicate copy of this sheet is enclosed.☒ The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. **09-0441**. A duplicate copy of this sheet is enclosed.☒ Any additional filing fees required under 37 C.F.R. §1.16.☒ Any patent application processing fees under 37 C.F.R. §1.17.

## CERTIFICATE OF MAILING UNDER 37 CFR 1.8

I hereby certify that I am depositing the enclosed or attached correspondence with the United States Postal Service as first class mail in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231, on March 7, 2003

Kara Laudano

Name of person mailing paper

Signature

3/7/03  
Date

Respectfully submitted,

BY:

Robert Curcio  
Attorney: Robert Curcio  
Registration No. 44,638  
(203) 787-0595